

FIG. 1



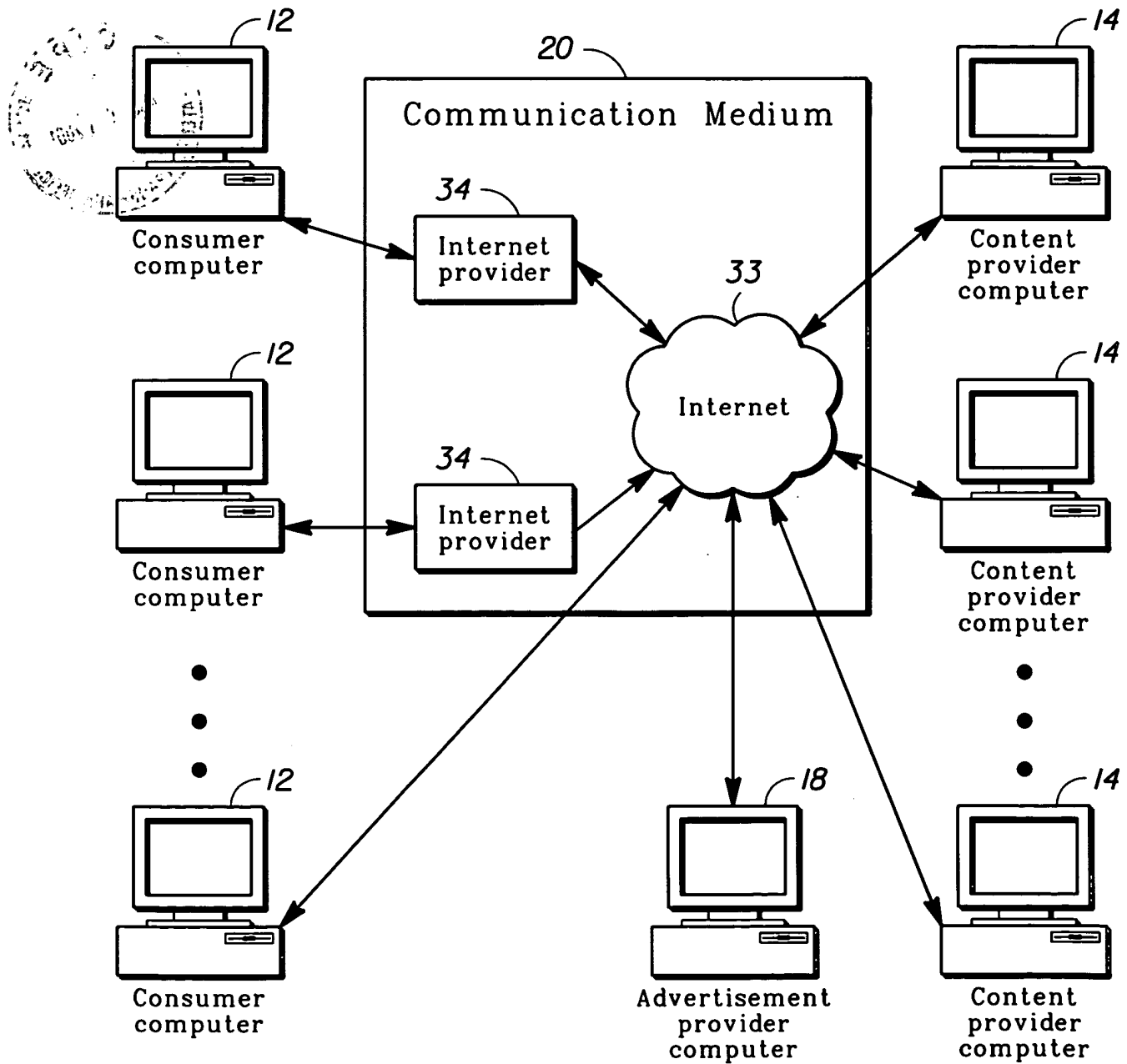
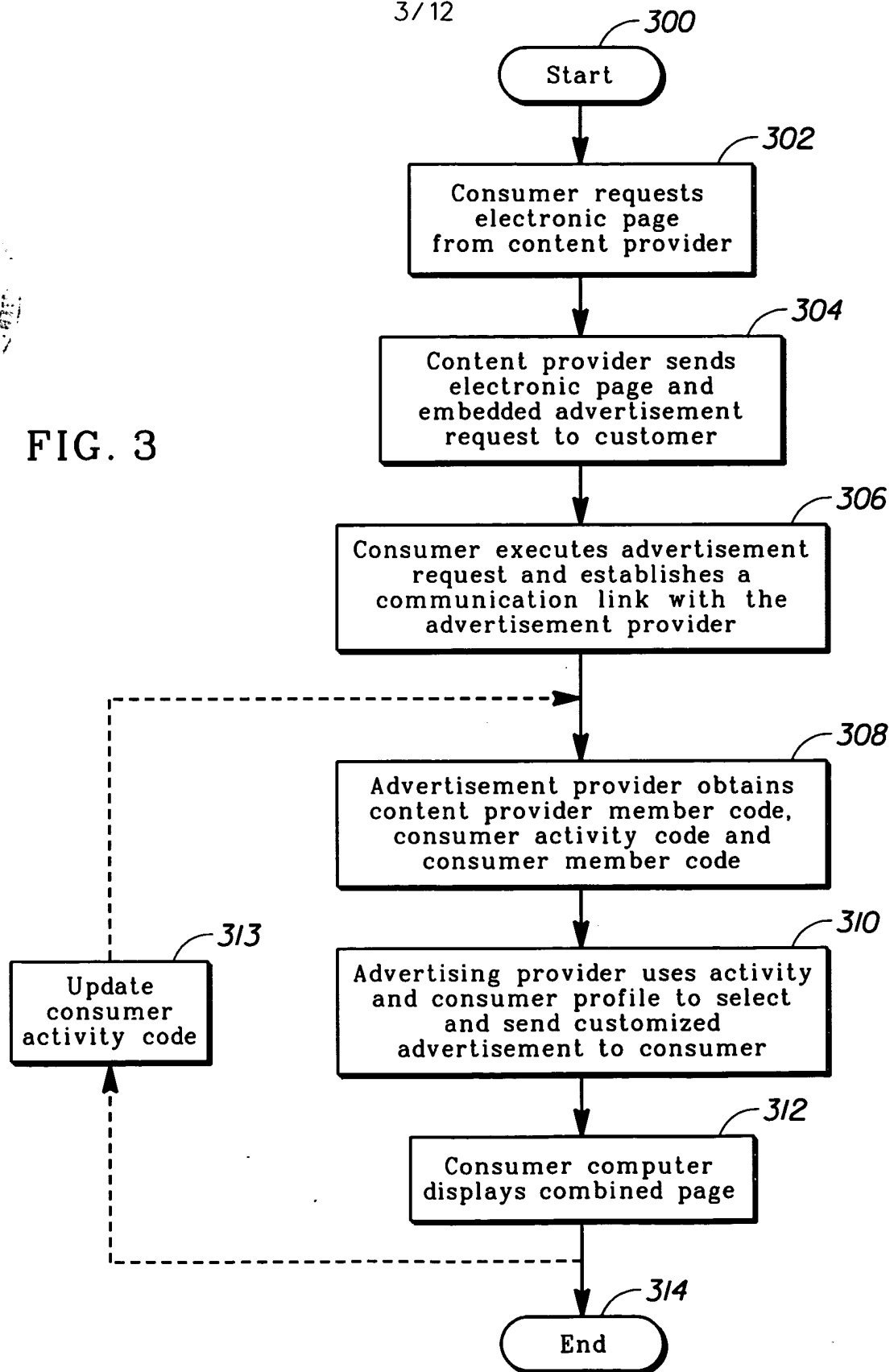
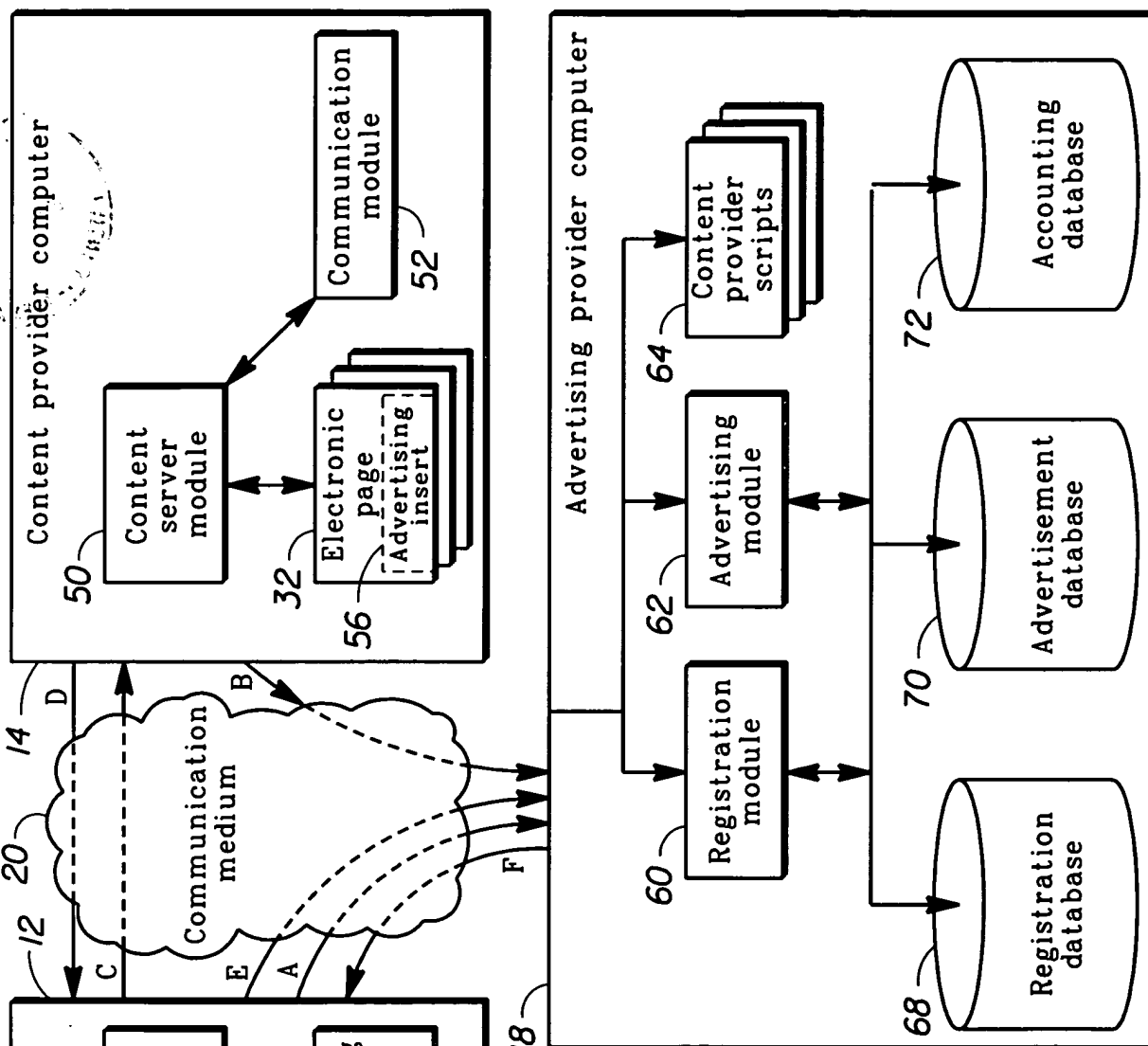


FIG. 2

3/12

FIG. 3





- A- Consumer registration (See FIG. 5)
- B- Content provider registration (See FIG. 6)
- C- Consumer accesses content provider (See FIG. 7)
- D- Electronic page sent to consumer (See FIG. 7)
- E- Consumer member code sent to advertisement provider (See FIG. 7)
- F- Customized advertisement sent to consumer (See FIG. 7)

FIG. 4

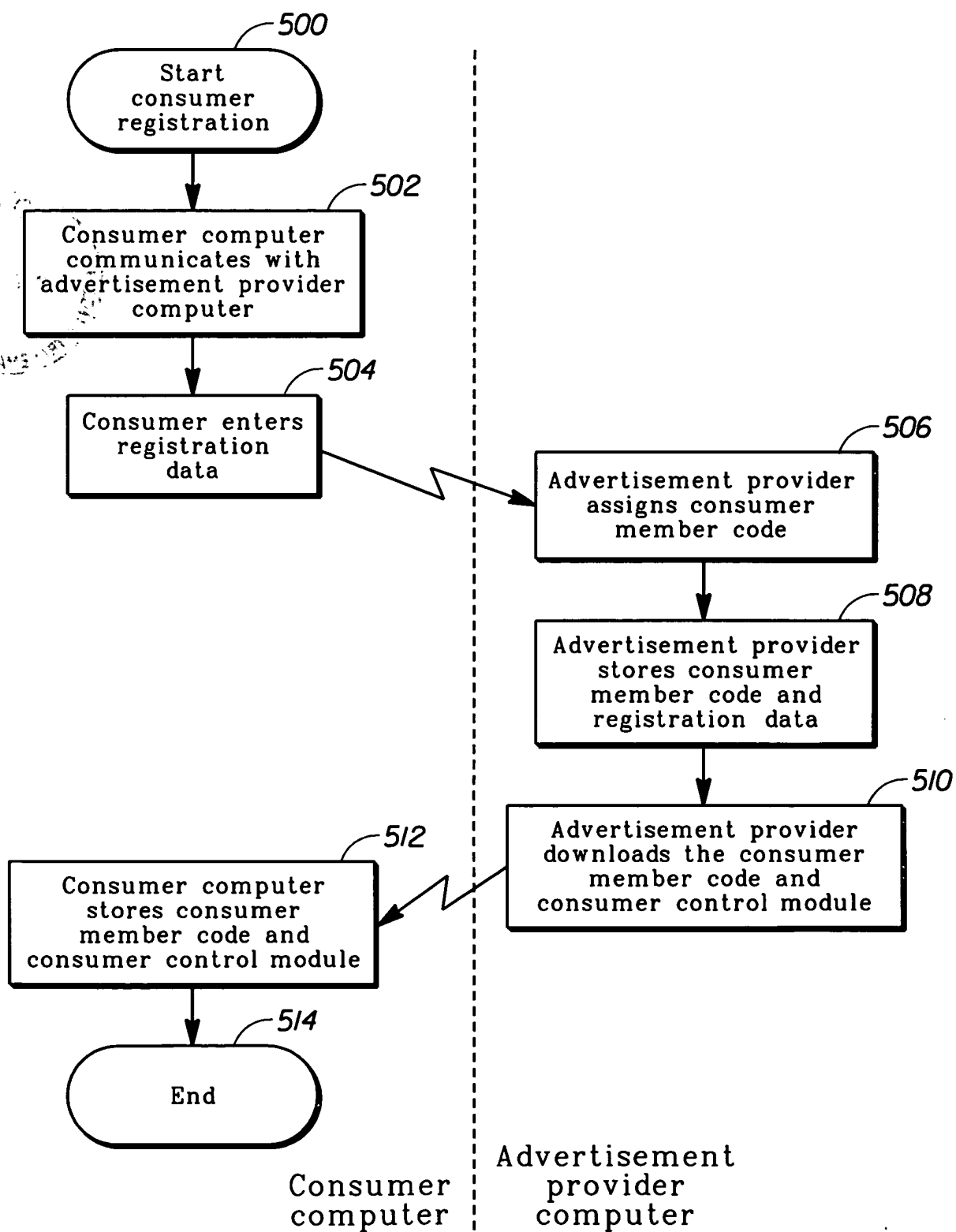
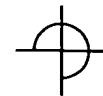


FIG. 5



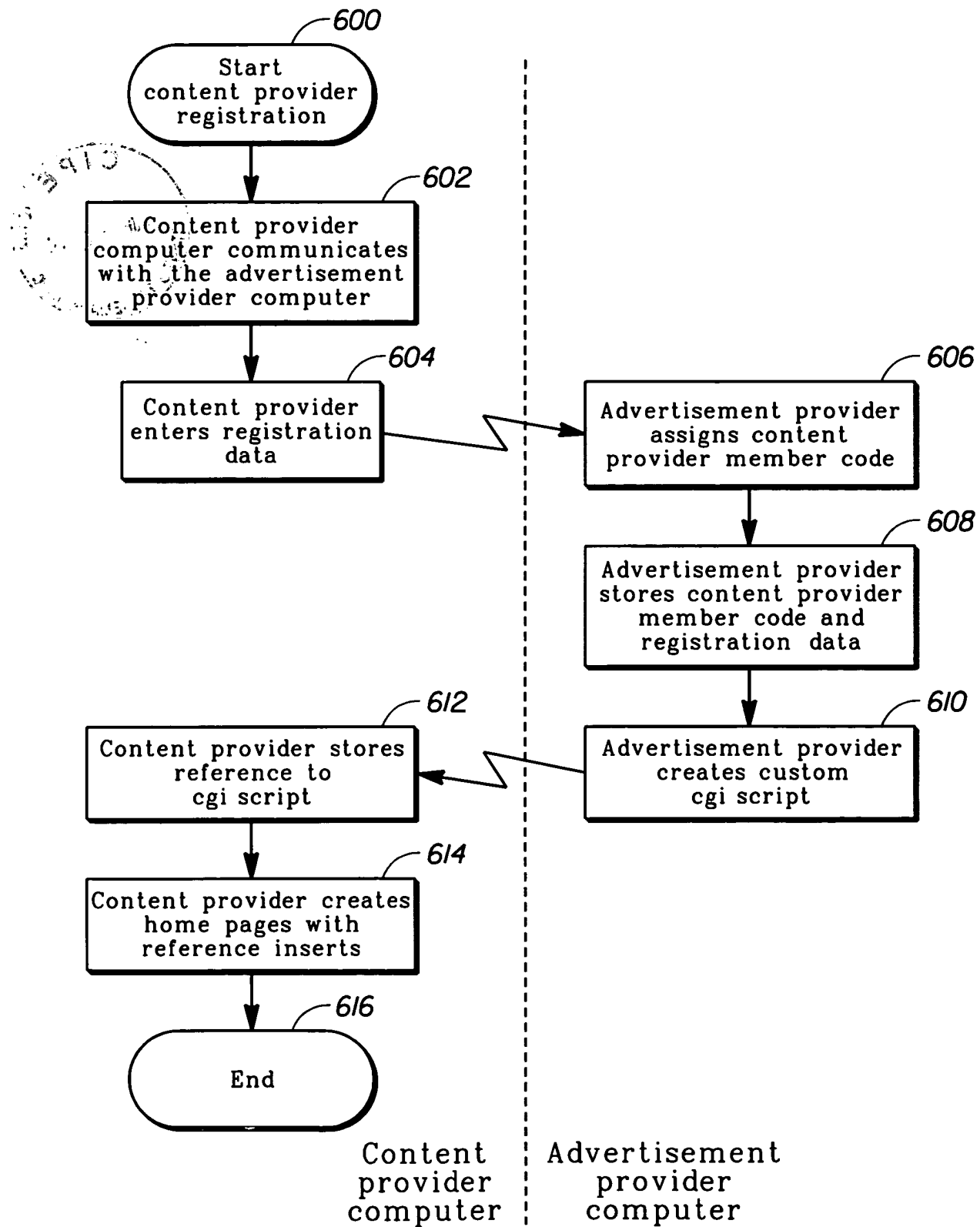


FIG. 6

7/12

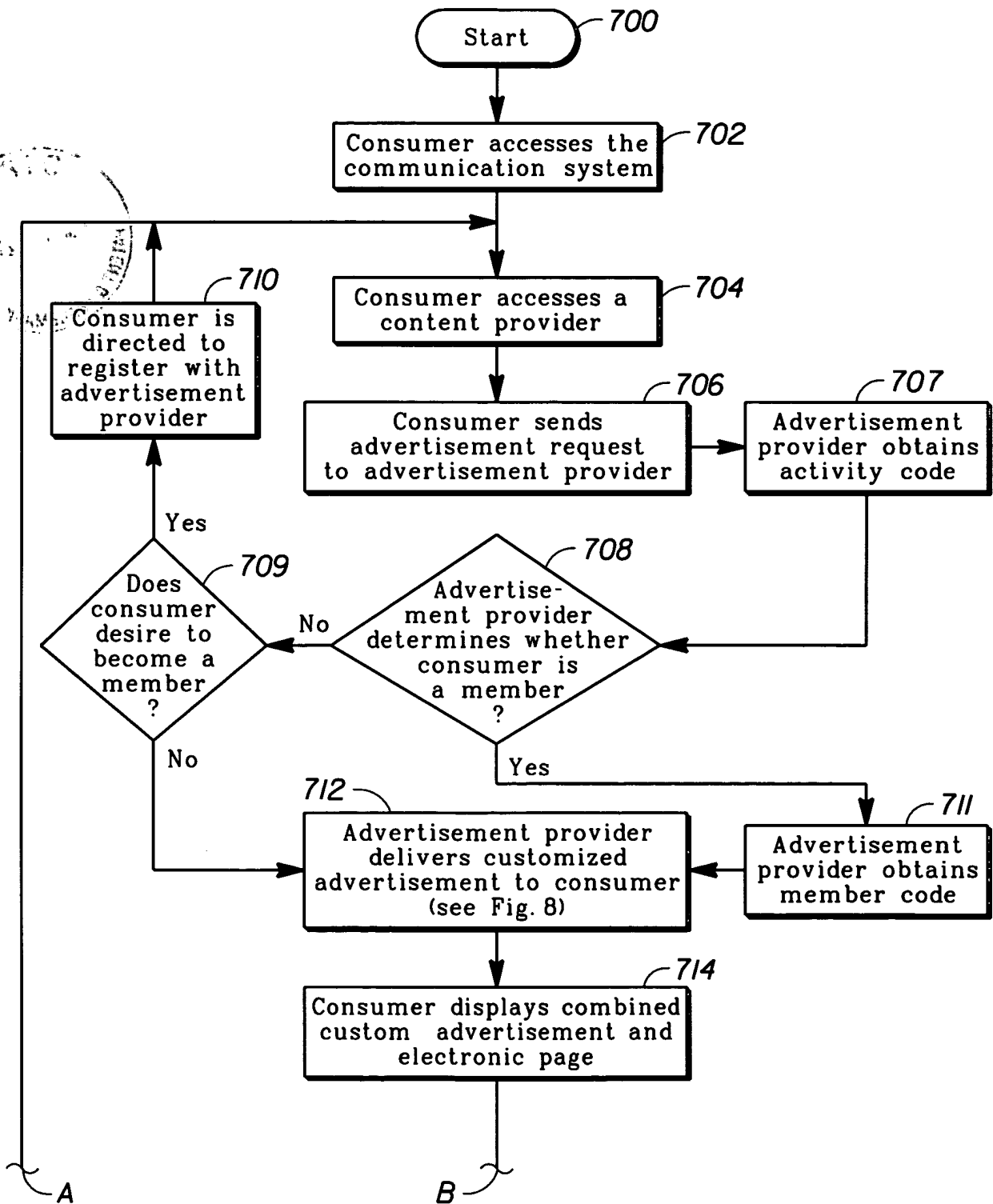


FIG. 7A

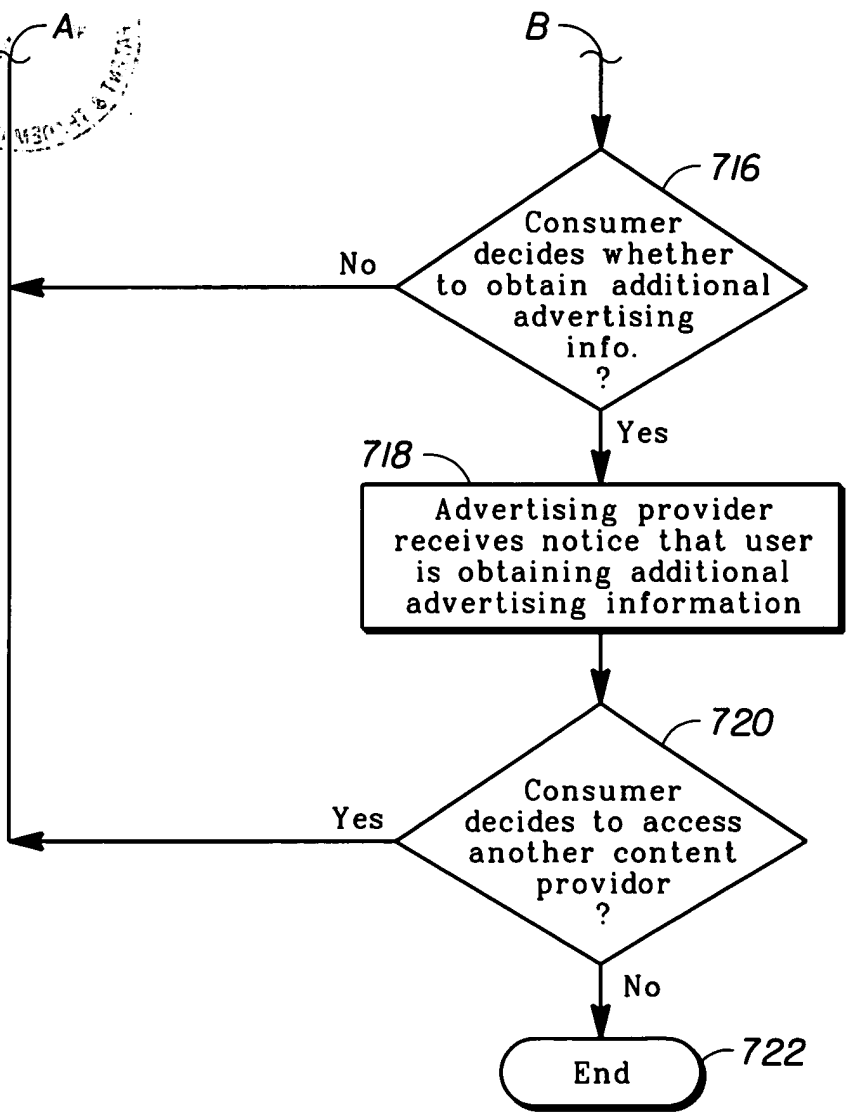
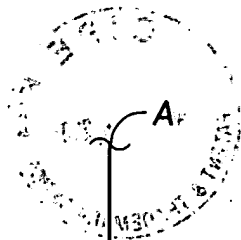


FIG. 7B





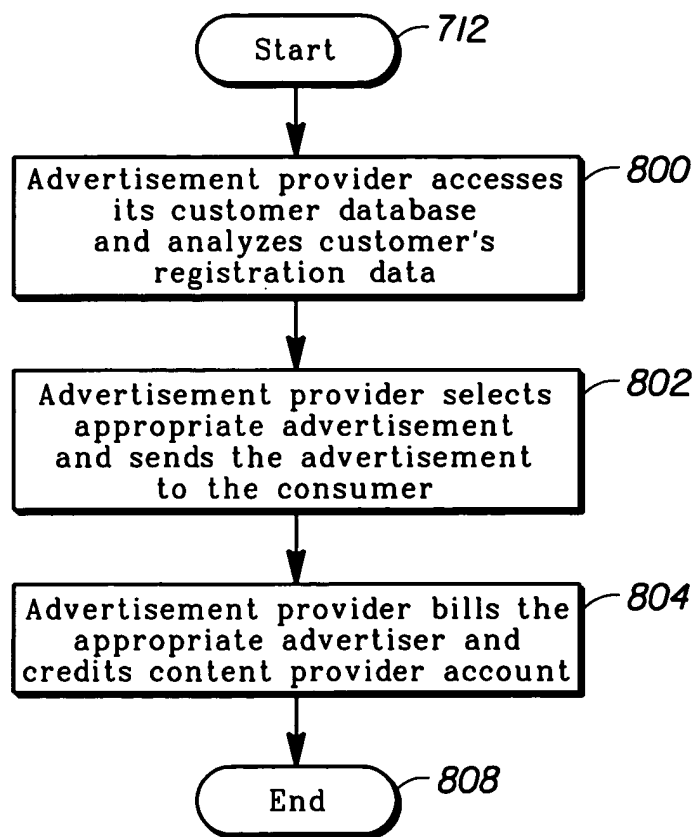


FIG. 8

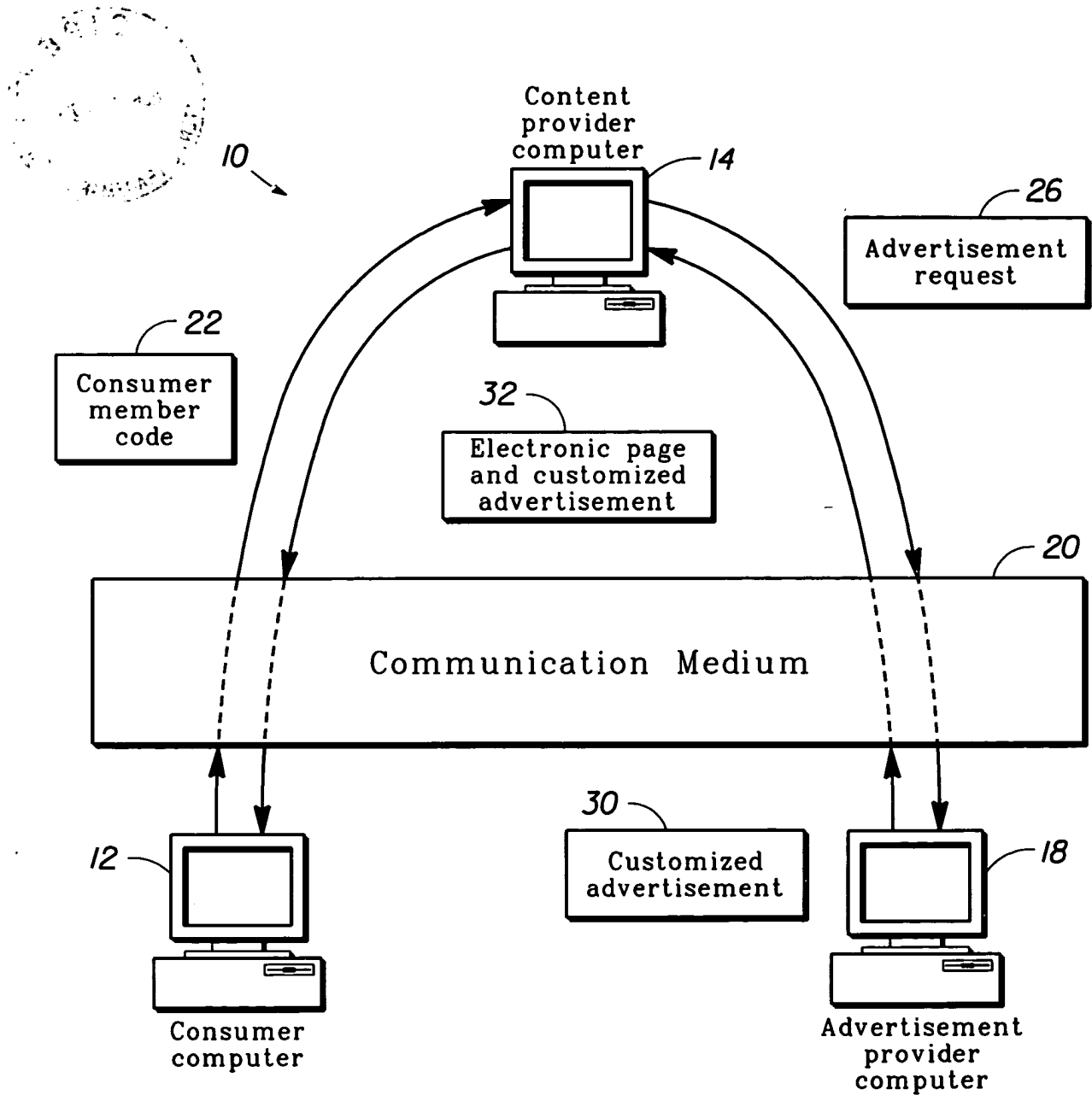
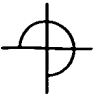


FIG. 9



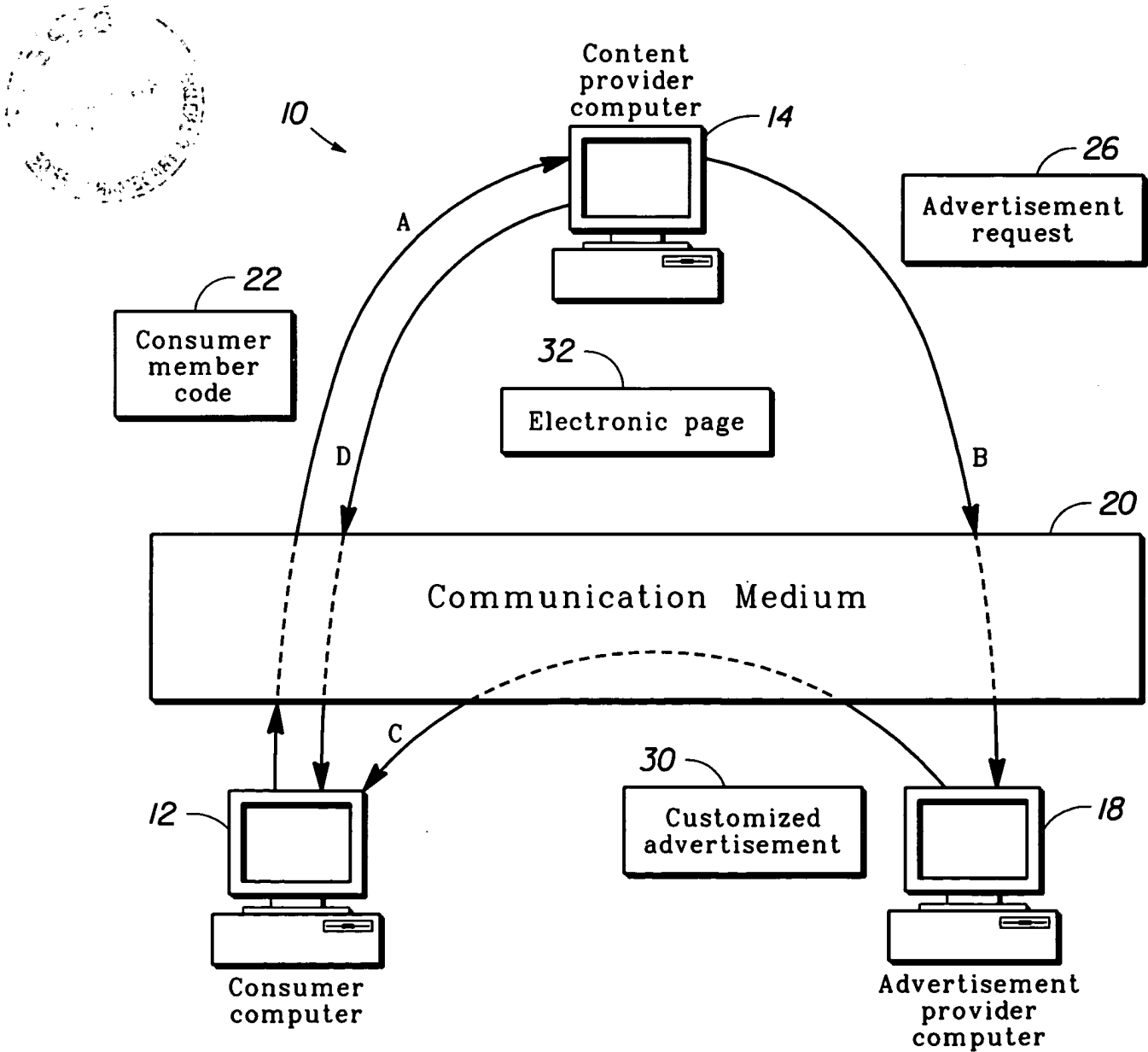
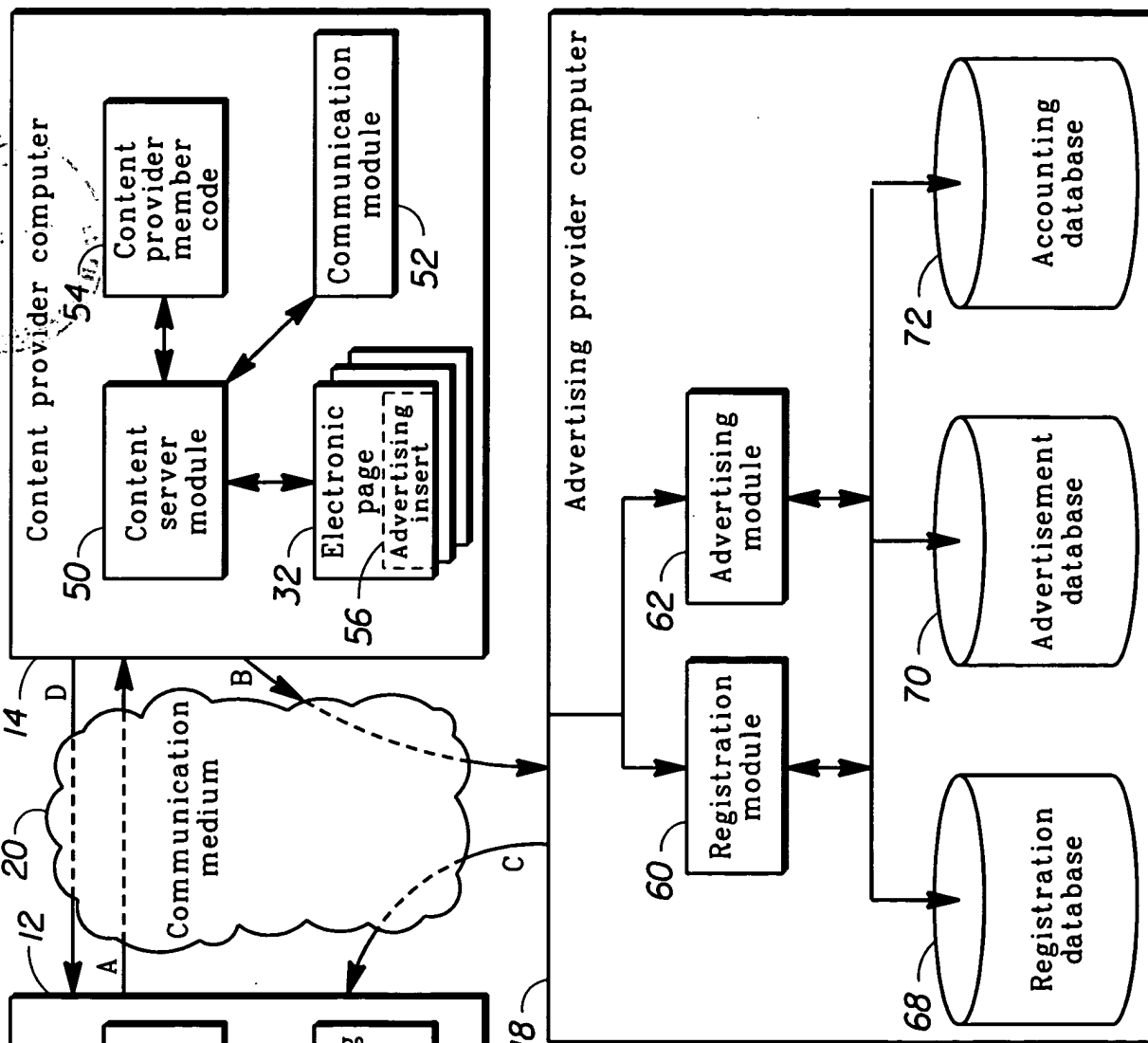


FIG. 10





- A- Consumer member code sent to content provider
- B- Consumer member code sent to advertisement provider
- C- Customized advertisement sent to consumer
- D- Home page sent to consumer

FIG. 11